

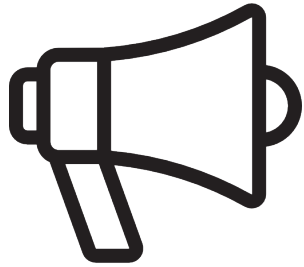


Impact Report V.3



March, 2019

www.futuresm.com



Testimonials

What people are saying about FutureSSM

“

Future SSM has brought a sense of hope and optimism to the City of Sault Ste. Marie as our community has been empowered, through this initiative, to come together to deepen its conversation, planning efforts and key strategic action specific to ensuring SSM is poised to be economically, socially and environmentally stable moving into the next couple of decades. The vision that is emerging is bold, exciting and has been successful to date because it has had wide consultation and has been driven by the people of SSM.”

- Asima Vezina, President and Vice-Chancellor, Algoma University

“What the Sault is doing is what everyone else should be doing,”

- Unifor president Jerry Dias, TVO, February 6, 2019

“It’s amazing that these kids even GET to share their thoughts. Kudos to those listening.”

- jamiebrideaucnp replying to a photo of FutureSSM at Superior Heights, Instagram, Feb. 23, 2019

“FutureSSM is working on enormous positive changes for our downtown and our city. It is a major source of the sense of hope that many of us have for Sault Ste. Marie.”

- Jake Cormier, Village Media

“FutureSSM’s value has been apparent from the inception of the City department. The Downtown Association is well aware and backs the passion, purpose and virtue that this endeavour brings to Downtown revitalization and development.”

- Joshn Ingram, Executive Director, SSM Downtown Association

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Media Highlights

December, 2018 - February, 2019



'Sault Ste. Marie, Ont., looking for workers to fill hundreds of jobs.'

- The National Post, February 7, 2019

'Sault Ste. Marie eyes possibility of employing Oshawa GM workers'

- Global News, Feb. 8, 2019

"Sault Ste. Marie already has a program in place designed in part to attract new workers, visitors, and businesses — FutureSSM, launched in 2018 — but the GM closure represents a unique opportunity."

- TVO, February 6, 2019

"[Vair] says they plan to reach out to the GM employees who will be out of work to highlight the benefits of moving to the northern city. Vair says [FutureSSM] is part of an effort to attract young people, skilled workers — and "Saultites" — to a city that is aging."

- Huffington Post Canada, February 7, 2019

"Work Underway to recruit workers. A contingency from Sault Ste. Marie is heading south in April to lure workers to Sault Ste. Marie."

- The Sault Star, February 12, 2019

"The city has to create an environment to draw people to Sault Ste. Marie. So it appears the city is taking the right steps. It's launched its FutureSSM project to improve the various identified pillars needed to improve the community."

- The Sault Star, February 1, 2019

"Post-production Company Rolling Pictures, has announced plans to setup permanent shop in Sault Ste. Marie's downtown core. Facilitated by FutureSSM, the addition of a post-film production facility represents a major step forward for the local film industry, and adds to the City's competitive advantages in attracting and supporting film and television production."

- Sault Online, December 11, 2019

"Sault Ste. Marie has been granted \$125,000 in funding from the Federation of Canadian Municipalities' (FCM) Climate change staff grants initiative to help address staffing gaps and increase our capacity to adapt to the effects of climate change or reduce greenhouse (GHG) emissions."

- Sootoday, February 19, 2019





Outreach & Engagement

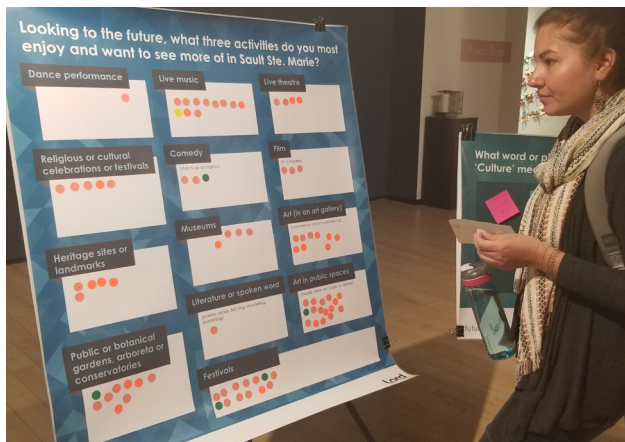
Organized by FutureSSM December, 2018 - present



← Superior Heights
February 22, 2019



Shape The Sault & FutureSSM Open House
January 22, 2019



↑ Mayor's Youth Advisory Council,
January 15, 2019



↑ Community Cultural Plan Workshop
January 21, 2019



Indigenous Employment Roundtables
in partnership with the Delta Hotel and
Algoma Steel Inc.
December 5, 2018 and January 15, 2019



Sault Ste. Marie Branding and
Visual Identity Consultation
Sessions with STC.
January 31, 2019



Arts & Culture Review Committee
reviews Sault College Students'
traffic box wrap designs that will be
seen around the city later this spring.
December 11, 2018.



FutureSSM's Social Equity Coordinator,
Lauren Doxtater sits on the 3rd annual
Anishinaabe Alumni Panel at Algoma
University.
March 1, 2019



Updates



Labour Force Development

Recruitment Efforts

Based on recent discussions with local employers, the City of Sault Ste. Marie is acutely aware of the need to attract professionally skilled workers to our community. For this reason, an overarching goal of FutureSSM is to build our local labour force through a multi-pronged approach that includes, but is not limited to, promotion and recruitment programs.

As part of these efforts, FutureSSM has been actively getting the message to the public that Sault Ste. Marie has many high skilled jobs available, and offers an exceptional lifestyle for young people, families and newcomers. In particular, FutureSSM's Labour Force Development Coordinator (LFDC) reached out to the General Motors Oshawa Plant where approximately 2,600 autoworkers are about to lose their jobs.

Because of these efforts, several separate but related stories have recently appeared in local, provincial and national media outlets:

'Sault Ste. Marie is short on workers – and thinks it may know where to find some' (TVO, Feb. 6, 2019)

'Sault Ste. Marie, Ont. Looking for workers to fill hundreds of jobs' (CBC, Radio Canada, National Post, CTV, BNN Bloomberg, the Calgary Herald and Huffington Post Canada, among others, Feb. 7, 2019)

"Sault Ste. Marie eyes possibility of employing Oshawa GM workers" (Global News, Feb. 8, 2019)

Durham College is working on a proposal submission to General Motors related to roll out external recruitment for staff losing their jobs due to the plant closure. Therefore, any Durham-GM facilitated job fair/open house/information sessions will not happen until mid-late summer.

Part of these efforts also involve the organization of two recruitment events in Toronto and Mississauga:

1. Sault Ste. Marie Career Fair in partnership with the Toronto Region Immigrant Employment Council (TRIEC) April 16th at the Ontario Investment and Trade Centre.

a. A Sault Network Evening Event will be taking place that evening.

2. Sault Ste. Marie Career Fair in partnership with the Newcomer Centre of Peel (Rural Immigration Partnership) April 17th at Mississauga City Hall.

The following employers have confirmed their attendance at these events:

- Algoma Child and Family Services
- Algoma Steel Inc.
- Algoma University
- EACOM Timber
- JD Aero Maintenance
- Sault College
- Ontario Lottery and Gaming Corporation (OLG)

Although not able to attend, other local employers will be providing information on job opportunities at a booth at the career fairs.

In addition, FutureSSM is working on recruitment website that will include a job portal directly related to highly skilled positions that have been identified as priorities by employers. This website is meant to promote Sault Ste. Marie as a vibrant community that offers excellent opportunities and a balanced, affordable lifestyle.

Related to these activities, the LFDC is also developing a 'Recruit, Retain, Repatriate' document that will serve as a road map going forward to address skilled labour shortages in our community by targeting local youth and ex-pats from our community.

The FutureSSM team also contributed to the development of the Rural and Northern Immigration Pilot application which was submitted on behalf of the Sault Ste. Marie Economic Development Corporation (SSMEDC).

Indigenous Employment Roundtables

As part of our overarching goal to improve Indigenous relations in the community, FutureSSM's Labour Force Development Coordinator has been working in partnership with local employers and service providers to organize and facilitate Indigenous Employment Roundtables. The purpose of these roundtables are to:

- facilitate introductions between leadership/HR staff of local employers and local Indigenous Employment Service providers;
- share information and discuss possible employment related partnerships.

Between December 2018 and March 2019, three roundtables were held at the Delta Hotel (December 5th), Sault Area Hospital (January 23rd), and Algoma Steel Inc. February 11th). Indigenous employment service providers from Garden River First Nation, Batchewana First Nation, Thessalon First Nations, Métis Nation of Ontario, Indigenous Friendship Centre Employment and Training, Algoma University Anishinaabe Initiatives and Sault College School of Indigenous Studies and Academic Upgrading all participated.

In addition to these priorities, the LFDC is also working to address the local labour demand shortage by participating on the following committees:

- Sault College Electrical/Mechanical Advisory Committee
- Association of Municipalities of Ontario Municipal Immigration Committee
- Local Immigration Partnership Employment Advisory Committee
- North East Local Health Integration Network Task Force (Personal Support Worker shortage)

The LFDC is also working towards convening a Spousal Recruitment Advisory Committee and a Diversity Recruitment Advisory Committee.

Arts & Culture

Community Cultural Plan

In December, 2018, Lord Cultural Resources (LCR) was awarded the contract to develop Sault Ste. Marie's Community Cultural Plan. The goals of the plan are to:

- foster investment and economic development in arts and culture;
- strengthen connectivity amongst those in the creative sector;
- strengthen partnerships to promote cultural vitality in the community.

Since the award, FutureSSM's Arts & Culture Coordinator has been working with LCR to engage the Sault's arts and culture community, as well as the community at large. A committee of key stakeholders from the arts & culture sector has been formed to guide this process.

On January 21st, 2019, two stakeholder workshops were held to gather input for the plan. 90+ people participated in these workshops. On January 22nd, 2019, a "pop-up" consultation session was held in partnership with Shape the Sault. 80+ people attended that session.

Two online surveys have also been posted online to gather feedback from community members. Anyone can visit www.futuresm.com/communityculturalplan to fill them out.

A public consultation report will be completed by April, 2019, and a final plan will be delivered by June, 2019.

Community Art Project

We are using public art as a medium to revitalize the downtown and promote arts and culture in the community. The following projects are currently underway:

1. Traffic Wrap Project

Sault College graphic design students have completed the artwork that will be used to wrap traffic boxes in identified locations around the community. Weather permitting, installation will take place beginning in April. FutureSSM is supporting the students grad show that is taking place May 2, 2019 at the Sault Ste. Marie Museum from 4:30 - 8:30pm.

2. GFL Memorial Gardens Mural Mentorship Project

The GLF Mural Mentorship Project consists of the development of two indoor murals in the GFL Memorial Gardens by students in the Algoma District School Board (ADSB).

Led by FutureSSM, project partners including the GFL, Soo Greyhounds, ADSB, the Royal Canadian Legion, Algoma Veterans Association, Shaw Spotlight and the Sault Ste. Marie Museum, are currently in the planning stages for the project. Project implementation begins March 20, 2019 at the kick-off event, and installation of the murals by students will take place April 26 - May 20, 2019.

3. Downtown Revitalization Mural Project

FutureSSM has partnered with the Sault Ste. Marie Downtown Association (DTA) to assist with the implement this community project that will see several large-scale murals painted on privately-owned buildings in our downtown core. Artists are currently being identified and confirmed. Execution of the murals will begin as early as June, 2019, followed by a public unveiling in July, 2019.

Film, Television & Digital Media

Infrastructure

Facilitated by FutureSSM, post-production company *Rolling Pictures* is setting up permanent shop in Sault Ste. Marie's downtown core. The addition of a post-film production facility represents a major step forward for the local film industry, and adds to the City's competitive advantages in attracting and supporting film and television production. In their application to the EDF, Rolling Pictures cited high bandwidth, low cost of operations, and access to local talent via the Sault College Digital Film Production program as reasons why Sault Ste. Marie offers "a perfect environment to create and grow a post-production hub capable of servicing international clients remotely."

Current & Upcoming Films in Sault Ste. Marie

2019 is promising to be a very big year for Sault Ste. Marie's film, television and digital media industry. Overall, we have not seen this amount of interest since 2014, and this year has the potential of being the busiest year ever for filming in the community.

The crime thriller 'Tainted' just wrapped up filming in Sault Ste. Marie after a 15 day shoot in a typical 'off-season' (February 25th - March 15th). FutureSSM's Film, Television & Digital Media Coordinator supported the film from pre-production, right through to filming to ensure City permitting processes, location scouting and crew identification went smoothly.

Looking ahead, Paragraph Pictures has confirmed that they will be shooting a feature film in Sault Ste. Marie in 2019, and the web series 'My Roommate's an Escort' has also confirmed they will be creating their second season here this spring. In addition, two more feature films have expressed interest in filming in Sault Ste. Marie in 2019 and are in the process of finalizing their finances.

Sault Ste. Marie Branding & Visual Identity

Since the process to assess, improve and develop Sault Ste. Marie's visual identity began in the spring of 2017, over 750 people have been involved in some capacity.

Since October, 2018, Scott Thornley & Company (STC) and FutureSSM staff have consulted over 250 individuals via 15 one-on-one interviews, 12 theme board workshop sessions, 11 Brand Platform consultations sessions, other one-on-one feedback sessions, and 3 'pop-up' sessions at the Sault Ste. Marie Soup Kitchen Community Centre, Algoma University and Sault College.

Participants have been diverse, and included community members from the Indigenous Friendship Centre, STRIVE Young Professionals Group, the Mayor's Youth Advisory Council, FutureSSM CDR and Action Teams, Garden River First Nation, SSM Local Immigration Partnership, Algoma Workforce Investment Corporation, local entrepreneurs and business owners, Sault Ste. Marie Innovation Centre, and many more.

The Steering Committee, comprised of members from Sault College, Algoma University, Tourism Sault Ste. Marie, the Sault Ste. Marie Economic Development Corporation, the Corporation of the City of Sault Ste. Marie and FutureSSM, is now in the final stages of review and feedback with STC. A brand story book and brand guidelines will be delivered by March, 2019. FutureSSM will be returning to Council April 1st, 2019 to seek final approval of the brand and visual identity.

Social Equity - Early Years

Social Equity Action Team Priorities

The Social Equity Action Team has confirmed their priorities. They are as follows:

- Support the initiatives of the Poverty Reduction Roundtable and assist with the implementation of specific actions as they are defined.
- Social Equity Team to support the development and implementation of the Early Years System Plan
- Pending further information, the Social Equity Action Team will work with community partners to develop an inclusive community plan.

Early Years System Planning

Following with the CACC recommendation to improve the Early Development Indicator domains: Social Competency, Emotional Maturity and Physical Health & Well-being, the Social Equity Coordinator has been tasked with creating the Early Years Services system plan for the District of Sault Ste. Marie Social Services Administration Board. This system plan will be designed to align with positive growth within these Early Development Indicator domains. To date, a literature review has been written and focus groups with the Child & Family Network and Child Care supervisors have been completed.

A public survey has been created and disseminated widely to Sault Ste. Marie residents to seek input on how children and families can be supported by Early Years services as well as providing opportunity for teachers and classroom Early Childhood Educators to provide insight from their perspective.

Poverty Reduction

FutureSSM is supporting the work of the organizations who are currently involved in poverty reduction within the city. The Social Equity Coordinator has attended the Poverty Roundtable hosted by the United Way. It is hoped that the identified pillars of the Poverty Roundtable can be supported by this position with concentrated effort to provide initiation and coordination to workforce entry.

Improving Indigenous Relations

The social equity coordinator has been involved in the work of the Indigenous Women's Anti-violence task force providing space to host discussions regarding the development of this Indigenous-led initiative. The Social Equity Coordinator aided in the planning and organizing of the annual Murdered Missing Indigenous Women's March including co-presenting to City Council a proclamation requesting February 14 to be recognized as a day of awareness and remembrance. This proclamation was passed and Mayor Christian Provenzano read the proclamation during the event.

Trail System

Trails are a great addition to Sault Ste. Marie's tourism portfolio and a high value asset to attract people to visit and live in our community. FutureSSM is currently working with the Tourism SSM, the Sault Cycling Club and other partners, to support the development of a new ~15 km mountain bike trail network on the north end of the City.

Although purpose-built for mountain biking, this trail will be a multi-use trail system open to all human-powered users. Besides mountain bikers, trail users could include runners, hikers, and dog walkers in the summer months, and fat tire biking, snowshoeing and backcountry skiing in the winter months. The trail network would also be able to host existing tourism events such as Crank the Shield, and future events such as trail running races, and winter fat bike and summer mountain bike races.

Similar trail systems in the Lake Superior Region, including in Marquette MI, and Copper Harbor MI, have had resulted in significant contributions to the local and regional tourism markets, with over 25,000 people coming to those regions each summer specifically to mountain bike. Given the quality of existing trail and terrain, we believe the addition of a new mountain bike trail system could be developed into a significant resource that could support the development of a mountain bike tourism strategy: Multi-pronged strategy focused on 2-3 day visitors. Approach involves the following elements:

- Infrastructure Development
- Events
- Marketing & Promotion

Downtown Revitalization

The Downtown Development Action Team has been working closely with the Downtown Association and City Planning to create a more vibrant downtown, that will attract more locals and tourists alike, who shop at local stores and eat at local restaurants, thereby supporting economic development in Sault Ste. Marie. Initiatives underway include:

Improving the overall appeal of the downtown by, creating vibrant, creative, cultural experiences through will benefit residents and businesses alike. These experiences include:

- The development and installation of unique downtown furniture, including chairs, benches and street pianos in key locations.
- Development of the downtown mural project. Murals create destinations resulting in increased foot traffic, while adding colour, vibrancy and character to the downtown environment.
- Programming of space i.e. street pianos, arts & culture programming and downtown events including block parties, etc.